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## DuPont Packaging

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### DuPont Packaging Experts Show How to Cut Cost, Waste; Improve Performance, Sustainability *Register Now for Seminars to be Held During 2011 PACK EXPO*

WILMINGTON, Del., Sept. 8, 2011 - DuPont Packaging continues to focus its technical expertise on innovative ways to drive out cost and weight while improving performance at a Technical Exchange during PACK EXPO, Sept. 26-28, 2011, in Las Vegas, Nev.

Presented under the theme *"Building the Future of Packaging Together,"* these free sessions feature renowned DuPont packaging experts delivering technical seminars at DuPont's suite, N-236, in North Hall. For a schedule, please visit [www.packexpo.dupont.com](http://www.packexpo.dupont.com).

*"We are inviting packaging professionals to explore new tools and refresh on sealants, peelable lidding, tie-layers and polymer modifiers as a means to stimulate new ways to deliver value to brand owners and consumers,"* said Barry Morris, Ph.D., DuPont senior scientist *"Working together in a collaborative environment - away from the day-to-day demands - often generates new ways to take out cost and waste while improving performance for sustainable solutions that protect packaging integrity."*

The experts will also be available throughout the event to exchange ideas and information at the suite. Following PACK EXPO, the presentations will be available on line, inviting access globally to technical advice.



*At Pack EXPO in September, DuPont will unveil industry-leading computer tools that help in the design of multilayer packaging structures by optimizing performance and cost while ensuring that the film or laminate can be fabricated on converting equipment.*

In **Optimizing Flexible Packaging with Unique Tools from DuPont**, Morris will showcase industry-leading computer tools that help in the design of multilayer packaging structures by optimizing performance and cost while ensuring that the film or laminate can be fabricated on converting equipment. This presentation focuses on three tools for structure design: 1) selecting sealants; 2) calculating the total value in use of sealant alternatives; and 3) downgauging and life cycle analysis.

Morris will also introduce a new tool called DuPont™ SaVe ("Sealant Value Estimator") in a presentation called **How Much Does Your Flexible Package Really Cost?** on Sept. 27 at 11a.m. at The Baking-Snack Break, Booth #6243.



*Using polymer modifiers, such as DuPont™ Elvaloy® plus a compatibilizer in this pictured application, can make packaging polymers tougher to meet frozen-food package requirements.*

In *Enhancing Package Performance, Value and Sustainability With Modifiers*, Jose Torradas, Ph.D., DuPont Packaging senior technical consultant, will share insights into using polymer modifiers to make packaging polymers tougher and stronger, enhance their sealing properties, improve adhesion to foil or paperboard and/or increase the performance of recycled materials.



*Easy-open packaging, like this used in a yogurt cup, can tap preformulated Appeel® lidding sealant resins as they outperform sealing lacquers while avoiding solvents and related VOC (volatile organic compound) issues.*

In *Improving the Performance of Easy-Open Packaging*, Diane Hahm, DuPont Packaging technical consultant, will share insights into several easy-open sealant solutions from DuPont. Among those are preformulated DuPont™ Appeel® lidding sealant resins, which can meet the need for different levels of seal strength and peel mode on virtually any packaging interface, outperforming sealing lacquers while avoiding solvents and related VOC (volatile organic compound) issues.



*DuPont™ ByneI® coextrudable adhesive resins can strongly bond tie layers between dissimilar polymers for use in a wide variety of coextrusion processes, allowing converters to make affordable high-performing packaging.*

In *Surmounting the 'Unjoinable' Challenge*, DuPont technical fellow I Hwa Lee, Ph.D., will discuss how DuPont™ ByneI® coextrudable adhesive resins can strongly bond tie layers between dissimilar polymers for use in a wide variety of coextrusion processes, allowing converters to make affordable high performing packaging.

DuPont Packaging & Industrial Polymers manufactures an extensive mix of adhesive, barrier, peelable lidding and sealant resins and provides a globally networked development team to work with customers on packaging programs that help protect the product, environment; improve shelf appeal, convenience; and reduce cost in the food, cosmetics, medical products and other consumer goods and industrial packaging industries.

DuPont (NYSE: DD) has been bringing world-class science and engineering to the global marketplace in the form of innovative products, materials, and services since 1802. The company believes that by collaborating with customers, governments, NGOs, and thought leaders we can help find solutions to such global challenges as providing enough healthy food for people everywhere, decreasing dependence on fossil fuels, and protecting life and the environment. For additional information about DuPont and its commitment to inclusive innovation, please visit [www.dupont.com](http://www.dupont.com).

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